RJ Reynolds
Tobacco Company

November 2, 1995

TO: M. A. Young

FROM: M. L. Buckler

RE: **'96 MERCHANDISING CONTRACTS**

Per our phone conversation on 10/31/95, the following RJR contract type and plan will be available to the New York Metro Region, in addition to all standard contracts:

Type:	PACK OUTLET
Plan:	MC
Rate:	Variable
Begin Date:	11/95

Due to the unique business opportunities in the NY marketplace, please utilize the '96 Pack Outlet contract that coincides with each retail scenario (i.e., Self-Service, NSS; Level 1, 2 or 3) and fill in the space allotted to payment write-in to designate your variable rate on the contract hard copy.

As with all "meeting competition" plans, RJR payments may meet, but not exceed, competitive payments. Please feel free to contact me (ext. 1625) should additional information become necessary.

Mike

M. L. Buckler

mlb1.doc

cc: D. L. Wilmesher
B. K. Stockdale
D. P. Fitzgerald

51850 3938

Source: https://www.industrydocuments.ucsf.edu/docs/fsby0000